

# *Introduction to “Green Power” Choices*



## Session Outline

- The Basics:
  - Sources and definitions
  - RPS requirements
  - Common product forms
- Why consider green options?
- Contracting considerations and possibilities
- Questions and discussion

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# Maine Green Power Connection

- A collaborative market development effort with 35 Maine Partners
- Tools to promote clean power choices:
  - “CleanEnergyMaine” campaign
  - Maine Green Power Menu (9 products)
  - [www.MaineGreenPower.org](http://www.MaineGreenPower.org) Buying Wizard, Pollution Calculator, newsletter, helpful documents, etc.
  - “Product neutral” purchase support
  - Online directory with Expanded Listings
  - Green branding support
- Awarded 2004 National Green Power Leadership Award



# What is “green power”?



- “Green power” (or “clean power”) is the purchase of electricity from renewable generators over the electricity grid.
- Maine green power history:
  - First attempted in 2000;
  - Launched for residential users by Maine Interfaith Power & Light and Maine Renewable Energy in 2003.
  - Offered to nonresidential users by Maine Power Options, also in 2003
- Today – Maine’s Renewable Portfolio Standard (RPS) requirement:
  - Defines “eligible resources” as solar, wind, biomass, solid waste in conjunction with recycling and some cogeneration.
  - Requires all electricity products to include 30% of supply from “eligible resources”.

# Clean Power's Benefits



## ➤ Environmental objectives

- Means of reaching emissions &/ or climate change objectives.
- Component of LEED certification.

## ➤ Recognition objectives

- High public awareness follows clean electricity purchases.
- State, Regional and National organizations take note.
- Different postures:
  - ✓ "Good Citizen" – demonstrate responsibility through action.
  - ✓ "Role Model" – set a new standard among your peers

# Possible Financial Benefits



Can clean power make financial sense?

YES. Look at all the ways:

- Reduced social costs.
- Price certainty and stability.
- Supply assurance.
- “Energy Insurance”
- Lower net costs.

# Ways to buy “Clean Power”

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## ➤ Clean Supply

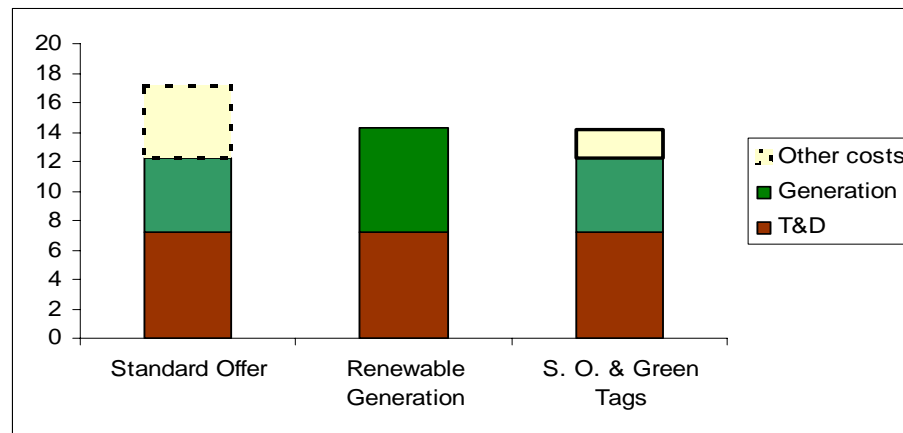
- **Pros:** billing; can be 100% “clean”; in-state generators.
- **Cons:** new contract; term commitment; emissions.

## ➤ Certificates (“Green Tags”)

- **Pros:** many choices, in price & sources; flexibility in amount; term; resources; certification. Resale possibilities.
- **Cons:** separate billing; higher cost? locus of impact. Bargains require known load &/or long-term commitment.

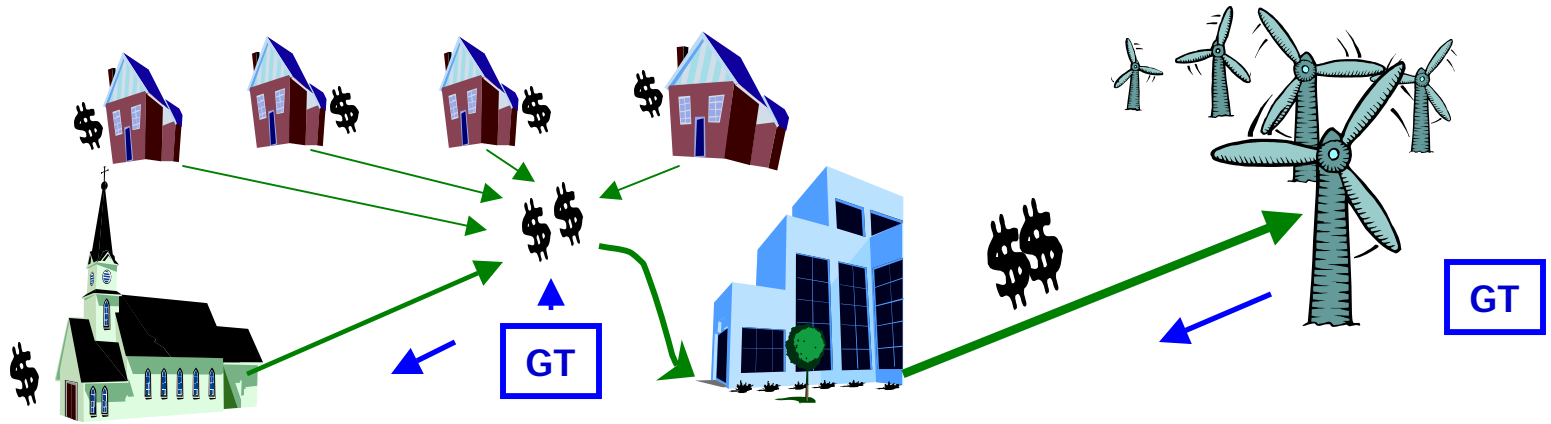
# What does electricity cost?

“Plain vanilla” electricity costs more than we pay.



Renewables cost more but leave few impacts.

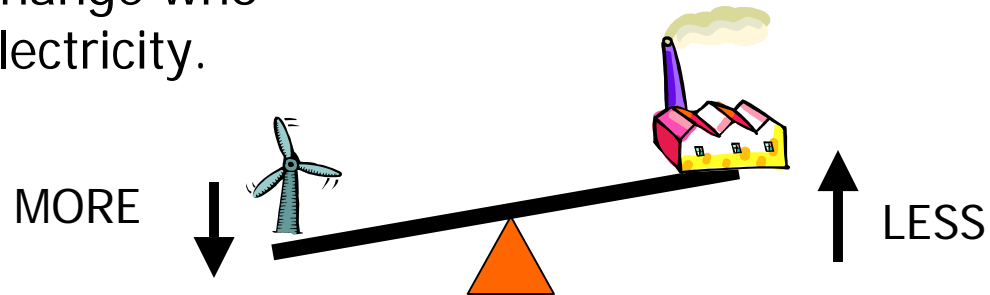
“Green Tags” are optional payments that help offset electricity’s environmental impacts.



Green Tags represent  
financial transactions.....

...that benefit  
renewable generators.

Green Tags change who  
produces electricity.





# Why Clean Electricity, again?



The Biggest reason – Customers value it.

- National Green Brands:
  - Green-e
  - Climate Neutral Network
  - EPA Green Power Partnership
  - Supplier branding
- In-state Recognition:
  - Governor's Carbon Challenge
  - Maine Green Power Connection

# Green Branding

Who is buying clean energy?

- National names...
  - Staples, Kinkos,
  - Cargill, Lockheed Martin, Sprint
  - Interface
  - Stonyfield, WhiteWave, ClifBar..
- Maine names...
  - Colby, COA, Unity, USM...
  - Chewonki, ALAM, Blue Hill Food Coop...
  - Lamp Repair Shop, So. Portland
  - Picture Frammer, Topsham
  - Shard Pottery, Yarmouth
  - Many more!



# Today's Choices and Considerations



- Today's options: Standard Offer, "Regular Power" or Cleaner Choices?
- What are your purchase objectives?
  - Make Maine's air healthier. Take climate responsibility.
  - Develop "energy insurance" - individual energy security.
  - Build brand identity, competitive position, customer loyalty.
- Next steps:
  - Introduction and/or "Best Bets" presentation
  - Consider your strategic objectives
  - Evaluate recognition possibilities & potential branding/claims.
  - Take action – Buy a cleaner option!

# Cleaner, Lower Impact Options

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